

SYSTEM AND METHOD FOR MEASURING
WEB PAGE ADVERTISEMENT IMPRESSIONS

ABSTRACT OF THE DISCLOSURE

5 A system and method for measuring user interaction with a defined space, such as
an advertisement space, on network site on a network, preferably being a web page of a
website on the Internet. The system includes at least one server in communication with
the network, and the server hosts one or more network sites where each network site
includes a display area having one or more defined spaces, and each defined space has a
10 predetermined area on the display area of the network site. The system further includes at
least one user computer in communication with the network, and the user computer
includes a browser that selectively interacts with the network sites, and has a cursor
manipulated by the user about the display area of an interacted network site. The user
computer selectively records interaction data relative to cursor placement on a specific
15 defined space on the display area of the interacted network site and then transmits the
interaction data to the server hosting the defined space. The method includes the steps of
interacting with a network site with the browser on the user computer, selectively
recording interaction data on the user computer relative to cursor placement on a specific
defined space on the display area of the interacted network site, and transmitting the
20 interaction data to the server hosting the defined space.